



Powered by Generali

Position: Marketing Specialist
Business area: Global Identity and Cyber Protection
Location: Washington, DC

Position Summary

Iris® Powered by Generali is looking for a passionate and driven **Marketing Specialist** to join our team. Iris is a leader in Business to Business to Consumer (B2B2C) identity and cyber protection, serving top brands in the financial, insurance, and security markets, and protecting the identities of millions of consumers.

To ensure success as a Marketing Specialist, you should have a keen eye for detail and be highly creative. The ideal candidate should be an expert storyteller (using a variety of platforms, including blogs, video, social media, etc.) and possess strong written and verbal communication skills, as this role will interact with staff and external stakeholders (at all levels). The ideal candidate must be exceedingly well organized and enjoy the challenges of supporting a diverse group in a fast-paced environment.

This role is full-time, reporting to our Sr. Marketing Manager. We look to hire the best, and work-life flexibility has always been core to our culture. This is a hybrid role, with the expectation to come into our DC office twice a week. We offer a beautiful newly built-out office near Georgetown in Washington, DC with free snacks, drinks, gym, and other amenities.

Position Responsibilities

Specific responsibilities are outlined below but additional responsibilities may be added as needed.

- Content creation, including writing high-quality blogs, email content, web copy, landing page copy and development, case studies, award submissions, partner/sponsor company listings, and other digital and print collateral and communications
- Film high-quality videos for internal and external use
- Plan and coordinate trade shows, including research, registration, communication, uploading attendee list(s) to CRM/CMS (Hubspot), logistics as well as, pre-show, in-show, and post-show campaign assistance
- Provide logistical and administrative support for internal and external meetings (scheduling, communications, catering and guest management), mailings (annual report, holiday cards and gifts, etc.), and inventorying and ordering of marketing materials, promotional items, client gifts, etc.
- Manage social media profiles on LinkedIn, Facebook, Instagram, and/or Pinterest
- Assist with backlink outreach and SEO efforts on website

Education and Experience

Finding the right person is more important than checking a list of tick boxes; however, here are a few types of experiences the person we are looking for might have:

- Bachelor's degree in Marketing, Business Administration, or Communications is preferred
- A minimum of 2 years' experience in a marketing function or a support role for a sales or marketing team
- Experience working with a marketing automation program; experience with Hubspot is a plus
- Moderate HTML & CSS proficiency (fixing bugs, creating workarounds, etc.) and SEO best practices are a plus
- Experience with Adobe Premiere Pro, InDesign, Illustrator, and Photoshop

Knowledge and Skills

- Excellent verbal and written communication skills
- Exceptional project management, problem-solving, and organizational skills
- Ability to create and deliver engaging presentations using PowerPoint templates, etc.



Powered by Generali

About Iris® Powered by Generali

At Iris® Powered by Generali, it's not really about us. It's about how identity theft and cybercrime have become a reality for too many. It's about understanding that people lead busy lives and are doing their best to manage everything but need help protecting their data. It's about making a person feel whole again, when despite their best efforts, they've still become a victim. It's about understanding that many companies do what we do – just not like we do (we'll give you a hint why: it has to do with our people).

At Iris, it's about our customers and partners... but it's also about you. We're a B2B2C global care company that is looking for talented, compassionate people to help build our identity & cyber protection technology, assist victims in resolving identity fraud cases, sell our products and services to other companies that care as much as we do about keeping identities out of the hands of criminals, and more.

And while some companies may say they're an equal opportunity employer, they're not just words to us: we're a diverse group that boasts an executive team made up of 50% women and more than 50% people of color. We welcome and encourage all men; women; people of color; lesbian, gay, bisexual, transgender, queer, and non-binary people; veterans; parents; and individuals with disabilities to apply. Pronoun preference(s) are encouraged to be voiced at any stage in the application process.

Iris' global headquarters are in a beautiful, newly built-out office space inside the World Wildlife Fund building in the quintessential West End neighborhood of D.C.

If being part of a people-first, technology-forward organization sounds like the right place for you, don't wait to apply! We're excited to bring new faces to our growing Iris family and are always looking for top talent to fill our positions.